

Chen

THE PRESIDENT HAS SEEN....

4294

THE WHITE HOUSE

WASHINGTON

ON-FILE NSC RELEASE  
INSTRUCTIONS APPLY

MEETING WITH PELE (Edson Arantes Nascimento)

BRAZILIAN SOCCER STAR

Saturday, June 28, 1975

11:30 a.m. (10 minutes)

The Oval Office

From: Henry A. Kissinger *B*

I. PURPOSE

To meet one of the world's foremost athletes and express your appreciation and support for his participation in the North American Soccer League.

II. BACKGROUND, PARTICIPANTS & PRESS ARRANGEMENTS

A. Background: At 34 Pele (PEH-LAY), is the world's most highly paid athlete and one of its finest. He comes from a poor family in the interior of Brazil but by the age of 16 his talents had been recognized and he was playing soccer for Brazil in World Cup competition. (The sport is called football in Brazil.) As long as Pele remained a member of Brazilian teams they dominated world soccer play. Their victories in three consecutive world cup matches gained permanent possession of the trophy for Brazil. Pele himself retired from world cup competition in 1971 and from his Brazilian professional team (Santos) in 1974. His contract to play with the New York Cosmos of the North American Soccer League was signed earlier this year. Appearances with the team have doubled attendance at soccer games. His participation is expected to be a great boon to professional soccer and to stimulate general interest in the sport in this country.

President Nixon met with Pele on the occasion of his visit to the United States in 1973.

Pele speaks fair English and the Brazilian Ambassador is fluent. However, an interpreter will be standing by.

- 2 -

B. Participants:

Pele

Clyde Toye, General Manager of the New York Cosmos

Steven Leipsner, General Manager of the Washington Diplomats

John Rose, Public Relations Manager of the Washington  
Diplomats

Brazilian Ambassador Joao Augusto de Araujo Castro

Brent Scowcroft

C. Press Arrangements: Meeting to be announced; press photo session.

III. TALKING POINTS

1. We are delighted to have you here in this country playing for the North American Soccer League. I hope that you and your wife and your children are enjoying your stay here.
2. Your presence will do a great deal to stimulate professional soccer as well as general interest in the sport here in this country.
3. We are among the less developed countries in this sport and can use a little technical assistance. Your presence will help us.
4. I understand, though, that an American team playing in Brazil once knocked the English out of world cup competition.
5. I am hopeful that in a few years we will be able to mount a team which can challenge the top contenders in this sport.
6. ~~Soccer is a great game~~ to play as well as to watch. It doesn't require size or a lot of equipment to play. It's easy to learn and, since the object isn't to hide the ball, as in our football, it's easy to follow for the spectator. It doesn't have all those pauses in the action, either.
7. I hope your country doesn't mind our borrowing you a little while. I know from our own point of view it will be very positive and helpful to the friendly relations between our two countries.

**Page Denied**

NATIONAL SECURITY COUNCIL  
WASHINGTON, D.C. 20506

ACTION  
June 27, 1975

MEMORANDUM FOR:

SECRETARY KISSINGER

FROM:

STEPHEN LOW *SL*

SUBJECT:

President's Meeting with Brazilian  
Soccer Star Pele

Attached at Tab A is a Talker for the President's meeting on Saturday,  
June 28, with Brazilian soccer star Pele.

Ambassador Araujo Castro will also be present.

STAT

RECOMMENDATION

That you initial the Talker.

NATIONAL SECURITY COUNCIL

June 23, 1975

MEMORANDUM FOR:

WARREN S. RUSTAND

FROM:

JEANNE W. DAVID *JWD*

SUBJECT:

Attached Schedule Proposal for  
Brazilian Soccer Star Pele

We support an Oval Office meeting with Pele. I assume both his own team of the New York Cosmos and the Washington Diplomats will want to have a representative present.

Secretary Kissinger would like to attend but unfortunately will be out of the city. We believe, however, it would be a good idea to include the Brazilian Ambassador in the meeting.

We understand that Pele was hurt last weekend by an over-enthusiastic crowd in Boston and has returned to Brazil. However, it may be that he will be back in the U.S. this weekend.

4294

NATIONAL SECURITY COUNCIL

June 23, 1975

MEMO FOR: JEANNE W. DAVIS  
FROM: STEPHEN LOW *SL*  
SUBJECT: Attached Schedule  
Proposal for Brazilian  
Soccer Star Pele

Attached memo and Schedule Proposal for  
your initialing.

## THE WHITE HOUSE

WASHINGTON

## SCHEDULE PROPOSAL

DATE:

FROM: Henry A. Kissinger

VIA: Warren S. Rustand

## MEETING:

Pele (Edson Arantes Nascimento),  
Brazilian soccer star

## DATE:

June 28, 1975

## PURPOSE:

To meet this outstanding athlete and express  
your appreciation and support for his  
participation in the American Soccer League.

## FORMAT:

- Oval Office
- Participants: Pele, a representative of  
the New York Cosmos and Washington  
Diplomats soccer teams and Brazilian  
Ambassador Araujo Castro
- 10 minutes

CABINET PARTICIPATION: None

## SPEECH MATERIAL:

Talking points to be prepared by NSC.

## PRESS COVERAGE:

Meeting to be announced; press photo  
session.

## STAFF:

Secretary Kissinger

## RECOMMEND:

Secretary Kissinger

## OPPOSED:

None

PREVIOUS PARTICIPATION: None

## BACKGROUND:

The world's most highly paid professional  
athlete, Pele recently signed a contract to  
play for the New York Cosmos American  
Soccer League team. He has been Brazil's  
leading soccer player for the last ten years

and was Captain of the team which won the world soccer cup for three consecutive times, thus permitting Brazil to retain the cup permanently. Secretary Kissinger had expressed his interest in Pele's participation in U.S. soccer to the Brazilian Government. Pele's presence has already given a great boost to soccer in the United States.

APPROVE \_\_\_\_ DISAPPROVE \_\_\_\_



THE WHITE HOUSE  
WASHINGTON

June 20, 1975

HIGH PRIORITY

MEMORANDUM FOR:

JEANNE DAVIS

FROM:

WARREN RUSTAND *WSR*

SUBJECT:

President meeting with Pele,  
Brazilian soccer player, June 28 or 29

The New York Cosmos soccer star, Pele, will be in Washington June 28 and 29 for a match against the Washington Diplomats Soccer Team.

A brief Oval Office meeting has been requested; the Diplomats are also trying to tie in the Brazilian Ambassador and Secretary Kissinger.

I do not know of the extent of the dialogue with State. I would appreciate your recommendation on this meeting.

Thank you.

4294 -- retyped

Gen S:wgh:27 Jun 75

**MEETING WITH PELE (Edson Arantes Nascimento)  
BRAZILIAN SOCCER STAR  
Saturday, June 28, 1975  
11:30 a.m. (10 minutes)  
The Oval Office**

**From: Henry A. Kissinger**

**I. PURPOSE**

To meet one of the world's foremost athletes and express your appreciation and support for his participation in the North American Soccer League.

**II. BACKGROUND, PARTICIPANTS & PRESS ARRANGEMENTS**

A. Background: At 34 Pele (PEH-LAY), is the world's most highly paid athlete and one of its finest. He comes from a poor family in the interior of Brazil but by the age of 16 his talents had been recognized and he was playing soccer for Brazil in World Cup competition. (The sport is called football in Brazil.) As long as Pele remained a member of Brazilian teams they dominated world soccer play. Their victories in three consecutive world cup matches gained permanent possession of the trophy for Brazil. Pele himself retired from world cup competition in 1971 and from his Brazilian professional team (Santos) in 1974. His contract to play with the New York Cosmos of the North American Soccer League was signed earlier this year. Appearances with the team have doubled attendance at soccer games. His participation is expected to be a great boon to professional soccer and to stimulate general interest in the sport in this country.

President Nixon met with Pele on the occasion of his visit to the United States in 1973.

Pele speaks fair English and the Brazilian Ambassador is fluent. However, an interpreter will be standing by.

- 2 -

**B. Participants:**

**Pele**

**Clyde Toye, General Manager of the New York Cosmos**

**Steven Leipsner, General Manager of the Washington Diplomats**

**John Rose, Public Relations Manager of the Washington  
Diplomats**

**Brazilian Ambassador Joao Augusto de Araujo Castro**

**Brent Scowcroft**

**C. Press Arrangements: Meeting to be announced; press photo session.**

**III. TALKING POINTS**

1. We are delighted to have you here in this country playing for the North American Soccer League. I hope that you and your wife and your children are enjoying your stay here.
2. Your presence will do a great deal to stimulate professional soccer as well as general interest in the sport here in this country.
3. We are among the less developed countries in this sport and can use a little technical assistance. Your presence will help us.
4. I understand, though, that an American team playing in Brazil once knocked the English out of world cup competition.
5. I am hopeful that in a few years we will be able to mount a team which can challenge the top contenders in this sport.
6. Soccer is a great game to play as well as to watch. It doesn't require size or a lot of equipment to play. It's easy to learn and, since the object isn't to hide the ball, as in our football, it's easy to follow for the spectator. It doesn't have all those pauses in the action, either.
7. I hope your country doesn't mind our borrowing you a little while. I know from our own point of view it will be very positive and helpful to the friendly relations between our two countries.

## THE WHITE HOUSE

WASHINGTON

MEETING WITH PELE (Edson Arantes Nascimento)

BRAZILIAN SOCCER STAR

Saturday, June 28, 1975

11:30 a.m. (10 minutes)

The Oval Office

From: Henry A. Kissinger

I. PURPOSE

To meet one of the world's foremost athletes and express your appreciation and support for his participation in the North American Soccer League.

II. BACKGROUND, PARTICIPANTS & PRESS ARRANGEMENTSA. Background

At 34 Pele (~~addressed as Pele - pronounced~~ PEH-LAY), is the world's most highly paid athlete and one of its finest. He comes from a poor family in the interior of Brazil but by the age of 16 his talents had been recognized and he was playing soccer for Brazil in World Cup competition. (The sport is called football in Brazil) ~~pronounced FU-GHI-BAL~~. As long as Pele remained a member of Brazilian teams they dominated world soccer play. Their victories in three consecutive world cup matches gained permanent possession of the trophy for Brazil. Pele himself retired from world cup competition in 1971 and from his Brazilian professional team (Santos) in 1974. His contract to play with the New York Cosmos of the North American Soccer League was signed earlier this year. Appearances with the team have doubled attendance at soccer games. His participation is expected to be a great boon to professional soccer and to stimulate general interest in the sport in this country.

President Nixon met with Pele on the occasion of his visit to the United States in 1973.

Pele speaks fair English and the Brazilian Ambassador is fluent. However, an interpreter will be standing by.

UNCLASSIFIED

## B. Participants

Pele

Clyde Toye, General Manager of the New York Cosmos

Steven Leipsner, General Manager of the Washington Diplomats

John Rose, Public Relations Manager of the Washington

Diplomats

Brazilian Ambassador Joao Augusto de Araujo Castro

*Brent Semmoff*

## C. Press Arrangements

Meeting to be announced; press photo session.

## TALKING POINTS

-- We are delighted to have you here in this country playing for the North American Soccer League. I hope that you and your wife and your children are enjoying their stay here.

-- ~~I know~~ your presence will do a great deal to stimulate professional soccer as well as general interest in the sport here in this country.

-- We are among the less developed countries in this sport and can use a little technical assistance. Your presence will help us.

-- I understand, though, that an American team playing in Brazil, once knocked the English out of world cup competition.

-- I am hopeful that in a few years we will be able to mount a team which can challenge the top contenders in this sport.

-- Soccer is a great game to play as well as to watch. It doesn't require size or <sup>a lot of</sup> equipment to play. It's easy to ~~understand~~ <sup>learn</sup> and, since the object isn't to hide the ball, as in our football, it's easy to follow for the spectator. It doesn't have all those pauses in the action, either.

-- I hope your country doesn't mind our borrowing you a little while. I know from our own point of view it will be very positive and helpful to the friendly relations between our two countries.

UNCLASSIFIED